

7791-0092-25X DIV  
Client's Ref: OBSP/5R-GARD



H/S/B  
me  
4-6-01

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF :  
WILL H. GARDENSWARTZ ET AL : GROUP: 2161  
SERIAL NO. 09/472,197 : EXAMINER: HAYES, J.  
CPA FILED: HEREWITH :  
FOR: COMMUNICATING WITH A  
COMPUTER BASED ON THE  
OFFLINE PURCHASE HISTORY  
OF A PARTICULAR CONSUMER

RECEIVED  
APR 05 2001  
Technology Center 2100

CPA PRELIMINARY AMENDMENT

ASSISTANT COMMISSIONER FOR PATENTS  
Washington, D.C. 20231

SIR:

In response to the Office Action mailed January 3, 2001, please amend the above-identified patent application as follows:

IN THE CLAIMS

Please rewrite claims 85-90 as shown below. A marked-up copy of the claims is appended hereto.

sub C  
85. (Twice Amended) A computer readable medium for storing information for delivering a targeted advertisement, comprising a data structure including:  
a field for storing a first identifier identifying a first computer associated with a consumer; and